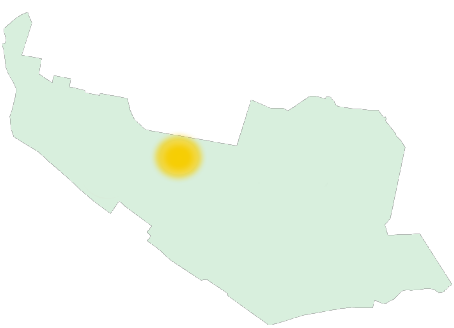


Ball Square

Somerville, MA



Why Ball Square

- 14,764 people live within a 1/2 mile
- \$481 million income density (within 1/2 mile)
- \$78,938 average household annual income (within 1/2 mile)
- 40% of the residents have a bachelor's degree or higher (within 1/2 mile)
- Residents frequent nearby businesses
- Within 1/4 mile of Tufts University
- Walking distance to Davis Square & the Red Line
- \$8 million opportunity gap for groceries and other food



Looking east down Broadway

Ball Square is a dynamic neighborhood commercial center with crowd-pleasing food, distinctive retail shops, and essential service businesses catering to the needs of local residents. The small town charm of Ball Square and its popular eateries also attract residents from all corners of the City, as well as visitors searching for hidden treasures off the beaten path.

Ball Square is located at the edge of the Tufts University neighborhood. The area is filled with a lively student and academic population, mixed with long-time neighborhood residents and families.

The neighborhood scale of Ball Square encourages pedestrian activity, partic-

ularly with its wide sidewalks and sole proprietor local businesses. In addition, its dueling breakfast joints create bustling retail activity with customers lining each weekend up outside Soundbites and Ball Square Cafe for a brunch table.

Ball Square is home to many well-known favorites such as Victor's Deli, Kelly's Diner, Ball Square Fine Wine and Liquors, with a wine tasting station, True Grounds an independent coffee shop, and a century old confectionery, Lyndell's Bakery, that draws people from the wider region. The nearby Brown School on Willow Avenue is the only K-6 school bringing families together from throughout the city.

Ball Square

1/4 mi

1/2 mi

Population

Population 3,634 14,764

Median Age 36 36

Households

Households 1,515 6,080

Average Household Size 2.0 2.0

Family Households 49% 49%

Non-Family Households 50% 50%

Single Householder 28% 29%

No-Vehicle Households 17% 15%

Owner-Occupied 40% 36%

Median Home Value \$420,930 \$424,521

Income

Average Household Income \$81,340 \$78,938

Median Household Income \$71,180 \$67,306

Per Capita \$33,920 \$32,638

Education

Bachelor's Degree 23% 24%

Master's Degree or Higher 17% 14%

Race and Hispanic Origin

White 81% 78%

African-American 5% 7%

Asian 6% 7%

Hispanic 5% 5%

Age

Age 0-4 4% 4%

Age 5-9 4% 4%

Age 10-14 5% 4%

Age 15-24 9% 12%

Age 25-34 27% 25%

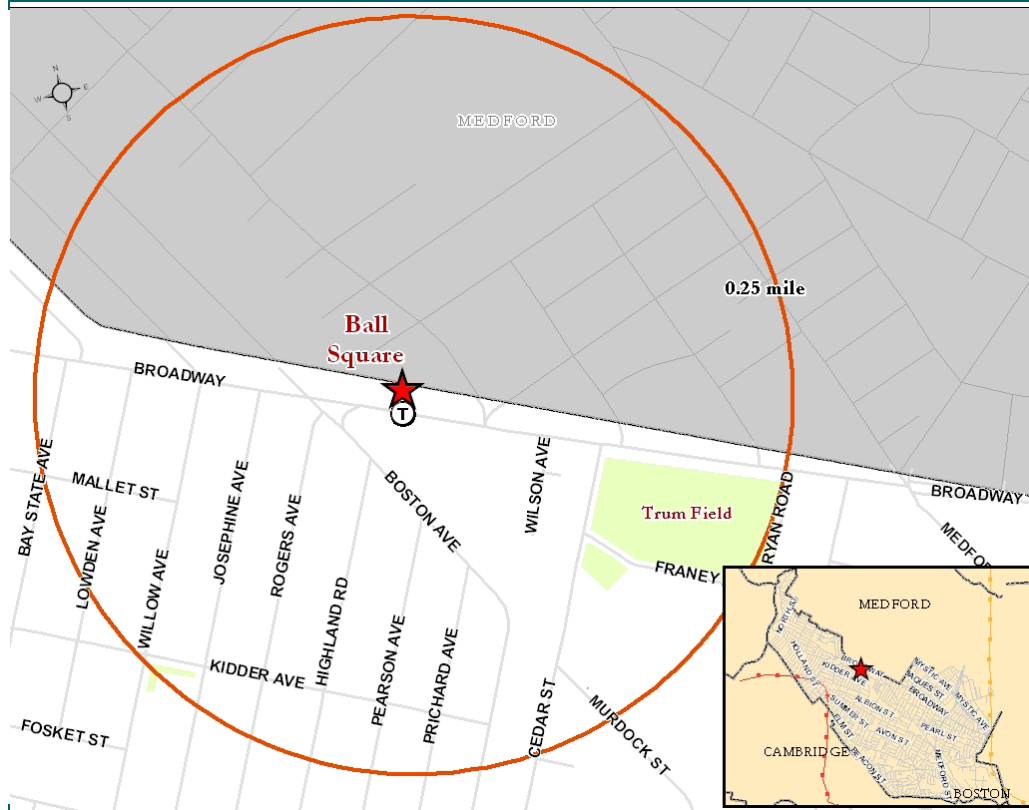
Age 35-44 18% 18%

Age 45-54 14% 13%

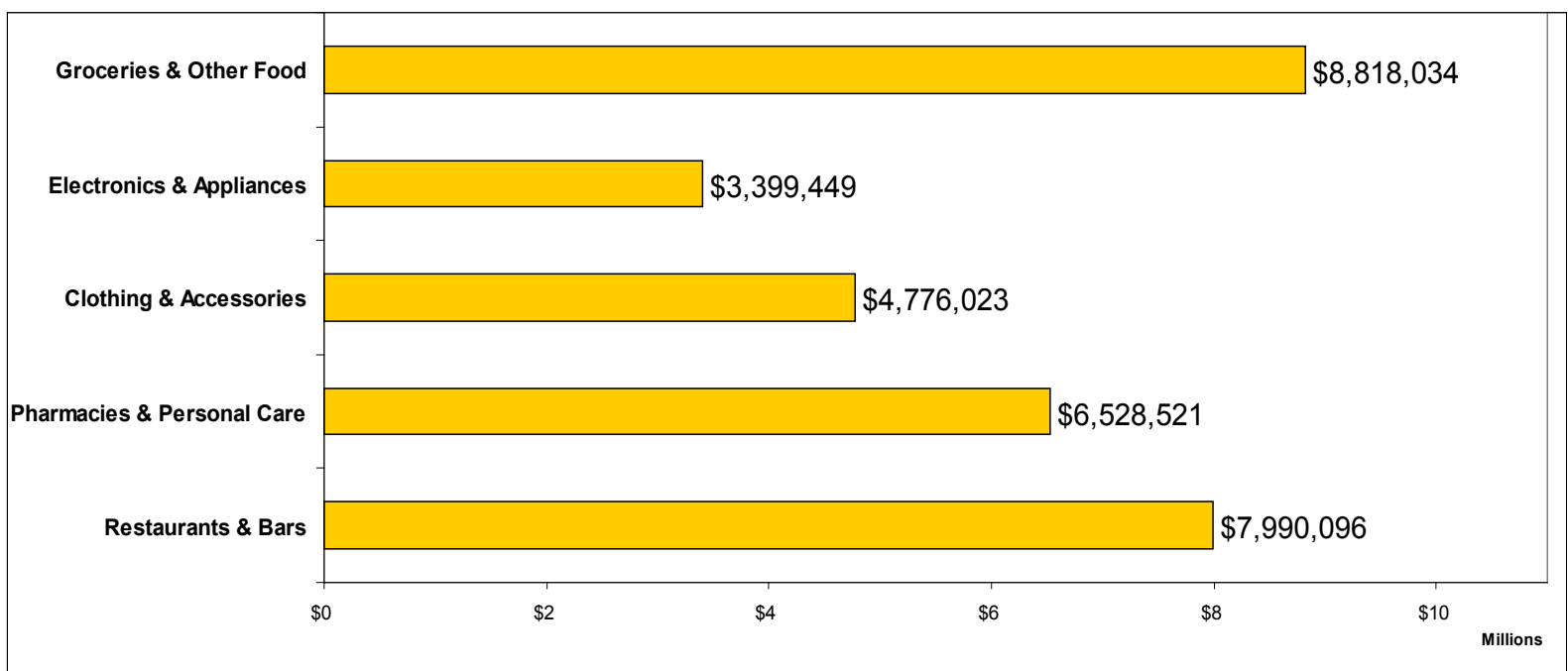
Age 55-64 9% 9%

Age 65+ 10% 11%

Claritas Data 2009



Consumer Expenditures (Demand) 0.25 Mile Radius



	Consumer Expenditures (Demand)	Retail Sales (Supply)	Opportunity Gap (Surplus)
Groceries & Other Food	\$8,818,034	\$752,374	\$8,065,660
Electronics & Appliances	\$3,399,449	\$49,113	\$3,350,336
Clothing & Accessories	\$4,776,023	\$584,467	\$4,191,556
Pharmacies & Personal Care	\$6,528,521	\$1,025,158	\$5,503,363
Restaurants & Bars	\$7,990,096	\$3,848,328	\$4,141,768

Claritas Data 2009

City Programs

Storefront Improvement Program

Sign/Light/Awning program provides 100% grants of up to \$7,500 for minor renovations or, for larger projects, the Matching Grant program provides \$3 for every \$1 invested in a property, up to \$35,000 per project.

Best Retail Practices

The Retail Best Practices program provides professional support for one-on-one consultation and analysis to improve store layout, design, and marketing.

Business Workshop Series

Educational programs to assist aspiring entrepreneurs, and existing businesses to build business skills, advance economic development, and expand networking opportunities within our community.

Brownfield Clean Up Revolving Loan Program

Low interest term loans to borrowers to implement Massachusetts Contingency Plan (MCP) Phase IV and Phase V remediation activities.

Small Business Lending

In partnership with ACCION, financing for business expansion and start-ups

Ball Square is the hidden gem of Somerville! It's a warm and inviting neighborhood with an enthusiastic bright population who are eager to support the artisanal small businesses and together make this Square unique. We're lucky to have found such a vibrant community to put down roots – and we are thrilled to watch this community grow as people socialize and meet new neighbors at our weekly in-store tasting events.

~ Chris Lianos, Owner, Ball Square Fine Wine and Liquors



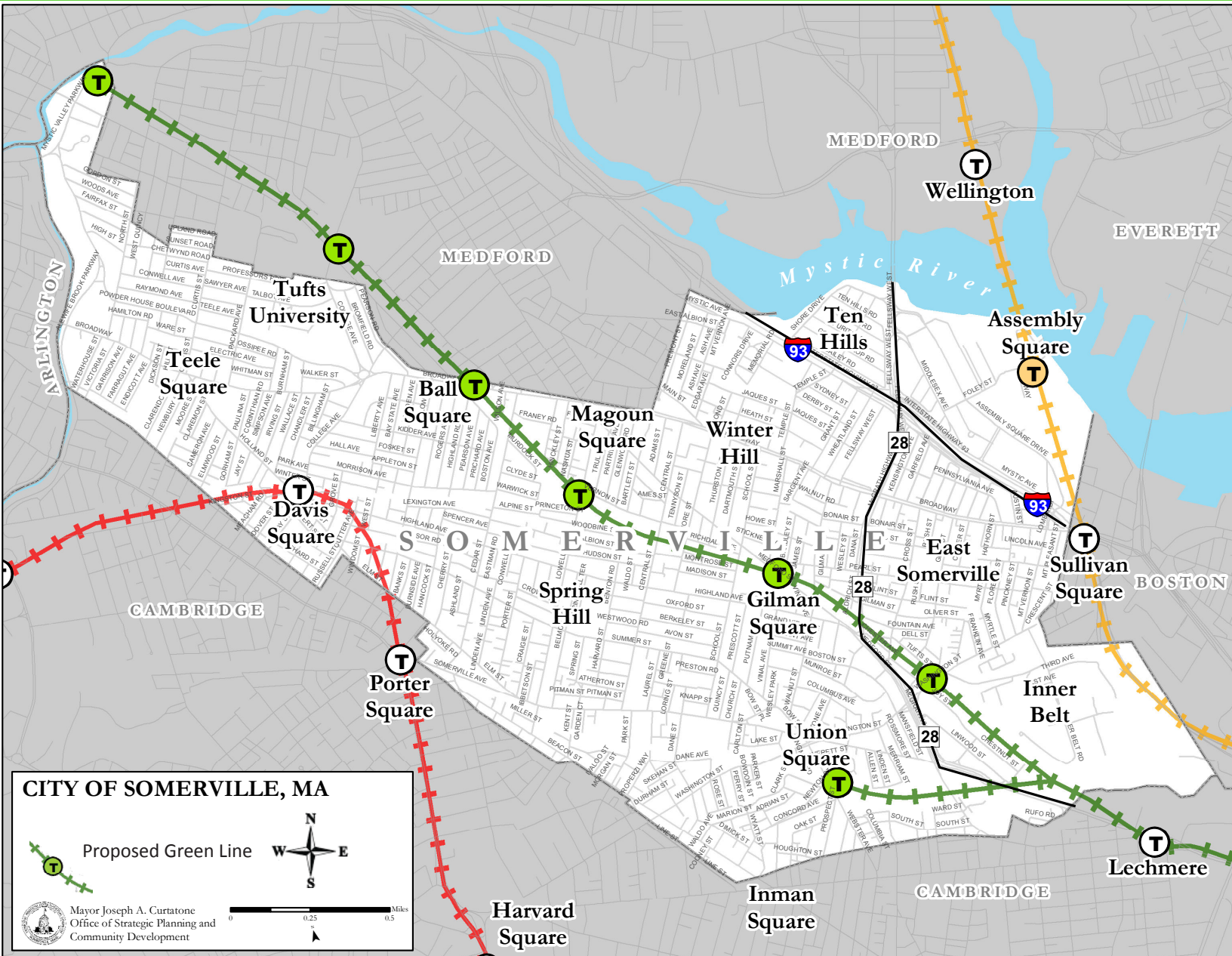
City of Somerville, Massachusetts

Joseph A. Curtatone, Mayor

Mayor's Office of Strategic Planning & Community Development

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2009

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SOMERVILLE